

IN THE CLAIMS

1. [Currently Amended] A method of displaying competitive product performance data, comprising:  
providing a plurality of animated graphic files, each animated graphic file depicting a unique contest between at least a first entity representing a first product and a second entity representing a second product;  
associating ~~a plurality of the~~ each animated graphic file[[s]] with at least one unique numeric range[[s]] that collectively comprise a substantially continuous numeric scale;  
determining a first product value representing [[a]] the first product's performance on a test;  
determining a second product value representing [[a]] the second product's performance on the test;  
solving for a numeric contest value by mathematical relationship between the first product value and the second product value;  
determining which numeric range includes the contest value;  
selecting the ~~an~~ animated graphic file associated with the numeric range which includes the contest value; and,  
displaying the selected animated graphic file ~~contest~~.
2. [Cancelled]
3. [Previously Presented] The method of displaying competitive product performance data in accordance with claim 1, wherein displaying the selected animated contest further comprises:  
providing access to the selected animated contest file on a web page for viewing by Internet users.